



# Bachelor of Arts in **Film Production & Directing**

USIU-Africa is accredited in Kenya by the Commission for University Education (CUE) & the United States of America by WASC Senior College and University Commission respectively.

[www.usiu.ac.ke](http://www.usiu.ac.ke)

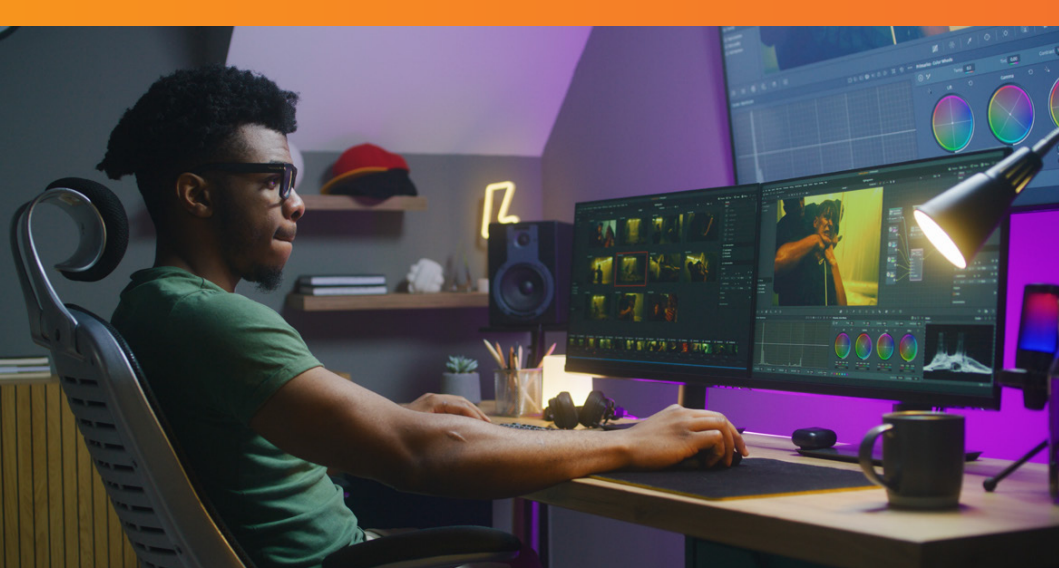
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**United States  
International  
University-Africa**

Education to take you places



## PROGRAM DESCRIPTION

With a strong emphasis on both theory and practical skills, the Bachelor of Arts in Film Production and Directing seeks to create film professionals who are well versed in the aesthetics and technical aspects of film production and directing. The program aims at helping Kenya and other African countries meet local media content demand, which has been created by the exponential growth of the media industry in the continent.

## LEARNING OUTCOMES

Upon successful completion of the program, students will be able to:

1. Analyze film theory, traditions and practices in a global context.
2. Script, produce, direct, shoot, act and edit in films and different genres.
3. Apply ethical, legal and management principles in a film business.
4. Use appropriate technology to make films.
5. Manage production teams through synergy and resonance to achieve set production goals.

# DEGREE REQUIREMENTS

126 UNITS

## GENERAL EDUCATION

39 UNITS

## SIGNATURE COURSES

15 UNITS

### STRATEGIES FOR UNIVERSITY SUCCESS

3 UNITS

SUS 1010 Strategies for University Success

### RESEARCH METHODS

3 UNITS

GRM 2000 Introduction to Research Methods

### COMMUNITY SERVICE OR COMMUNITY PROJECT

3 UNITS

CMS 3700 Community Service

### THE SENIOR EXPERIENCE

3 UNITS

SEN 4800 Integrated Senior Seminar

### FUNDAMENTALS OF INFORMATION LITERACY

3 UNITS

FIL 1010 Fundamentals of Information Literacy

## LANGUAGE STUDIES

12 UNITS

### ENGLISH LANGUAGE

6 UNITS

ENG 1106 Composition I (WI)

ENG 2206 Composition II (WI)

### FOREIGN LANGUAGE

6 UNITS

Students must have credit for a foreign language or must take a two-course foreign language sequence of one language.

USIU-Africa offers courses in Arabic (ARB1000), French (FRN1000), Japanese (JPN1000), Spanish (SPN1000), Swahili (SWA1000), Chinese (CHI1000) and Kenya Sign Language (KSL1000).

## DISCIPLINARY GENERAL EDUCATION ELECTIVES

6 UNITS

IST 1010 Introduction to Information Systems

MTH 1109 College Algebra

## SCHOOL-BASED GENERAL EDUCATION ELECTIVES

6 UNITS

Students are required to pick two (2) electives from the School of Humanities and Social Sciences.

## SCHOOL OF HUMANITIES & SOCIAL SCIENCES ELECTIVES

COM 1500 Intercultural Communication

LIT 4785 African Authors Seminar

PSY 3135 Psychology of Communication

**CORE COURSES****87 UNITS****LOWER LEVEL CORE COURSES****33 UNITS****1<sup>ST</sup> YEAR**

FLA 1003	Creative Visual Storytelling	3 Units
FLA 1005	History of Film and Video	3 Units
FLA 1008	AI in Film Technology and Equipment Care	3 Units
FLA 1010	Fundamentals of Photography and Cinematography	3 Units
FLA 1015	Fundamentals of Scripting	3 Units
FLA 1020	Film and Video Production Fundamentals	3 Units
FLA 1030	Fundamentals of Film Editing	3 Units

**2<sup>ND</sup> YEAR**

FLA 1035	Introduction to Production Design and Art Directing	3 Units
FLA 1043	Cinematic Aesthetics, and Lighting	3 Units
FLA 2015	Fundamentals of Film Directing and Acting	3 Units
FLA 2023	Fundamentals of Music, Foley and Sound Design for Film	3 Units

**UPPER LEVEL CORE COURSES****54 UNITS****3<sup>RD</sup> YEAR**

SND 3005	Sound Mixing	3 Units
EDT 3015	After Effects	3 Units
CIN 3010	Shooting the Master Scene	3 Units
SCR 3010	Writing for the Short Film	3 Units
EDT 3010	Advanced Color Theory and Color Timing for Editing	3 Units
CIN 3015	Visual Effects and Green Screen Cinematography	3 Units
FLA 3032	Entertainment Law & Ethics	3 Units
FLA 3040	Cinematic Theory, Genre and Cultural Contexts	3 Units
FLA 3050	The Business of Film, Planning and Budgeting	3 Units
FLA 3055	Film Industry Essentials: Pitching, Distribution, and Marketing	3 Units
PRD 3000	Capstone Project 1	3 Units
CIN 4005	Directing the Master Scene	3 Units
EDT 4005	Editing the Narrative	3 Units
SCR 4005	Feature Film Writing	3 Units
PRD 4020	Costume and Makeup for Film	3 Units

**4<sup>TH</sup> YEAR**

PRD 4910	Internship	3 Units
<b>OR</b>		
PRD 4010	Producing from Greenlight to Completion	3 Units
PRD 4913	Master Film Project: Capstone Production	3 Units
PRD 4915	Film Festival: Curating, Organizing, and Fundraising	3 Units



# CAREER OPPORTUNITIES

A Bachelor of Arts in Film Production & Directing opens up a wide range of career opportunities:

1. Directors
2. Producers
3. Editors
4. Actresses/Actors
5. Art Directors
6. Sound Engineers
7. Film Studies Scholars
8. Cinematographers

# ADMISSION REQUIREMENT

Kenya Certificate of Secondary Education (KCSE) or its equivalent with a minimum aggregate of C+ (Plus).

# CONTACTS

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